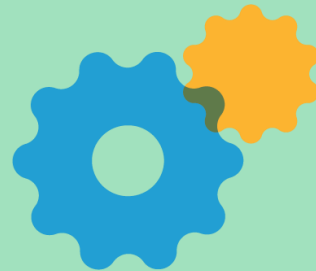


Brand Exploration & Narrative



Modernization



Collaboration



Community

Context

With our Mission and Vision statements as our guides - TLC is moving forward with an approved modernization strategy that over the next five years will position the TDSB as a transformative and progressive leader in the strategic use of its property portfolio to advance and build new and innovative schools and collaborate in the development of community destinations.

Brand Exploration

Objective

Develop a compelling brand narrative and tools that enables the consistent delivery of TLC's brand story.

Challenges

- Limited awareness, understanding & perception of TLC
 - Clarity of our position (what do we stand for)

Positive

Unlocking the potential of TDSB properties

Aspirational Brand Characteristics

Values

Education

Modernization

Collaboration

Community

Attributes

Responsive

Creative

Nimble

Thorough

Brand Narrative

The story of our mission and vision

It takes the right environment to unleash potential.
With learning spaces designed for education today.
And vibrant community hubs that welcome everyone.

It takes vision to see what's possible.
To find new solutions to new challenges.
Making the best use of public assets –
for the benefit of the public.
With an approach that's more collaborative,
more integrated, more fiscally sustainable.

To create the best environments
for exceptional learning
and spaces that serve
our city's vibrant communities.

That's the value of modern thinking.

Supporting the narrative with key messaging





Creating Opportunities Together

• Collaboration

We are stronger when we work together.
By collaborating with the City and community partners, we maximize public assets and create schools that serve students as well as the broader public.

gettyimages | 25 YEARS
SolStock

A photograph of three young men on an outdoor basketball court. The man in the center, with dreadlocks and a white t-shirt, is smiling broadly and high-fiving the other two men. The man on the left is wearing a grey tank top, and the man on the right is wearing a blue t-shirt. They are all reaching their hands up in a celebratory gesture. The background shows a chain-link fence and some greenery.

Spaces for Everyone

Community

Local schools are important to a community. By creating new facilities that integrate schools with other community amenities, everyone benefits from a vibrant destination that welcomes and serves the needs of all.

gettyimages®

Thomas Barwick

25 YEARS